List of Claims:

1. - 27. (Canceled)

28.   (New) A computerized method of managing business data, comprising:

maintaining a database with a data architecture comprising:

an entity schema including an entity table, an entity relationships table, a lookup table of entity types, and a lookup table of entity relationships;

a transaction schema including a transaction table, and a transaction details table, wherein each entry in the transaction table is associated with at least one entry in the entity table;

a list entities schema including a list entities table, a lookup table of lists, a lookup table of list-to-be-added-to, a lookup table of lists-to-be-removed-from, and a lookup table of list tasks-to-add, a lookup table of list cycle-steps, a lookup table of list cycle-steps-lists-to-add-to, a lookup table of list cycle-steps-list-to-remove-from, a lookup table of list cycle-step-tasks-to-add, wherein the entries in the list entities table represent the information associated with the entries in the entity table and each entry on the list entities table is associated to an entry in the lookup table of lists;

a tasks table, wherein each entry on the tasks table is associated with at least one entry in the entity table;

applying an action-based rule when an entry is added to the list entities table; and

controlling a display device to display at least one entry from the tasks table in relation to at least one entry in the entity table.

29.   (New) The method of claim 28 comprising:

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scanning the entries on the list entities table on a periodic basis;

determining the length of time each entry has existed in the list entries table; and

applying a time based rule if the length of time for an entry exceeds a predetermined

value.

30.   (New) The method of claim 28 wherein each entry on the tasks table is associated with at

least one entry in the transaction table.

31.   (New) The method claim 28 wherein the business data represents a business process

which includes a plurality of steps, and the entries in the list entities table represent acceptable

outcomes for each of the steps.

32.   (New) The method of claim 28 wherein applying the action-based rule includes adding an

entry to the tasks table.

33.   (New) The method of claim 29 wherein applying the time based rule includes adding an

entry to the tasks table.

34.   (New) A computer-readable medium having computer-executable instructions for

performing a method for managing business data comprising:

maintaining a database with a data architecture comprising:

an entity schema including an entity table, an entity relationships table, a lookup

table of entity types, and a lookup table of entity relationships;

a transaction schema including a transaction table, and a transaction details table, wherein each entry in the transaction table is associated with at least one entry in the entity table;

a list entities schema including a list entities table, a lookup table of lists, a lookup table of list-to-be-added-to, a lookup table of lists-to-be-removed-from, and a lookup table of list tasks-to-add, a lookup table of list cycle-steps, a lookup table of list cycle-steps-lists-to-add-to, a lookup table of list cycle-steps-list-to-remove-from, a lookup table of list cycle-step-tasks-to-add, wherein the entries in the list entities table represent the information associated with the entries in the entity table and each entry on the list entities table is associated to an entry in the lookup table of lists;

a tasks table, wherein each entry on the tasks table is associated with at least one entry in the entity table;

applying an action-based rule when an entry is added to the list entities table; and

controlling a display device to display at least one entry from the tasks table in relation to at least one entry in the entity table.

35.   (New) The computer-readable medium of claim 34 wherein the method further comprises:

scanning the entries on the list entities table on a periodic basis;

determining the length of time each entry has existed in the list entries table; and

applying a time based rule if the length of time for an entry exceeds a predetermined value.

36.   (New) The computer-readable medium of claim 34 wherein each entry on the tasks table is associated with at least one entry in the transaction table.

37.   (New) The computer-readable medium of claim 34 wherein the entries in the list entities table represent acceptable outcomes for each of a plurality of steps in a business process.

38.   (New) A computerized system for managing business data comprising:

at least one computer system;

a database component operative to maintain a data architecture comprising:

an entity schema including an entity table, an entity relationships table, a lookup table of entity types, and a lookup table of entity relationships;

a transaction schema including a transaction table, and a transaction details table, wherein each entry in the transaction table is associated with at least one entry in the entity table;

a list entities schema including a list entities table, a lookup table of lists, a lookup table of list-to-be-added-to, a lookup table of lists-to-be-removed-from, and a lookup table of list tasks-to-add, a lookup table of list cycle-steps, a lookup table of list cycle-steps-lists-to-add-to, a lookup table of list cycle-steps-list-to-remove-from, a lookup table of list cycle-step-tasks-to-add, wherein the entries in the list entities table represent the information associated with the entries in the entity table and each entry on the list entities table is associated to an entry in the lookup table of lists;

a tasks table, wherein each entry on the tasks table is associated with at least one entry in the entity table;

a rules component operative to apply action-based rules when an entry is added to the list entities table; and

a display component operative to display at least one entry from the tasks table in relation to at least one entry in the entity table.

39.   (New) The apparatus of claim 38 wherein the rules component is operative to add an entry to the tasks table.

40.   (New) The apparatus of claim 38 wherein the rules component is operative to scan the entries on the list entities table on a periodic basis, determine the length of time each entry has existed in the list entries table, and apply a time based rule if the length of time for an entry exceeds a predetermined value.

41.   (New) The apparatus of claim 40 wherein the time based rule includes adding an entry to the tasks table.